



# Glocalization as a new amalgam through a case study in the Republic of North Macedonia

**Prof. Dr. Liljana Siljanovska<sup>1</sup>**

<sup>1</sup>South East European University, Faculty of Languages, Cultures and Communication, the Republic of North Macedonia

## **Abstract.**

This paper tends to illuminate the theoretical dilemmas of the two complex processes - globalization and cultural identity, but not as diametrically opposed and antagonistically set concepts, but as causative-consequential, interdependent discourses of the contemporary creation of world society. The thesis in this research regarding the mutual influence of the decentralization of the process of globalization and the modern shaping of local cultural traditions confirms the implementation of the new Amalgam Glocalization, which actually represents a visionary proposal by Robertson (one of the founders of cultural globalization) to replace the concept of cultural globalization. The theoretical assumption of this paper begins by setting two basic goals as an ideology of the support and development of a global democratic cultural policy. The first primary goal is to support the means of cultural production and their expansion. And the second main goal is to support the means of cultural participation. Close contacts between members of different cultures affect the changing of values, and thus the changes in cultural content. The case analysis in the Republic of North Macedonia shows that in this process of globalization there is a conflict of value systems, where the cultural policy is primarily the cultural identity in its national form. The change of the name as a condition for the Euro-Atlantic processes of the country, which is actually a product of globalization, which stagnated precisely because of the long-standing name dispute with the Republic of Greece, does not mean the erosion of the Macedonian national identity but the promotion of its own cultural values of the multicultural and multiethnic community.

**Keywords:** globalization, glocalization, cultural identity, democratization, universalization